

**RIGHT FROM THE START**

# **Medicaid Outreach Project**



**Annual Report**

**July 2010-June 2011**

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*The Mission of the Right from the Start Medicaid Outreach Project is to enable children, women of child-bearing years, and women with breast or cervical cancer to receive comprehensive health services through Right from the Start Medicaid and related programs.*

## Right from the Start Medicaid Outreach Project

The RSM Outreach Project is funded through a contractual agreement between Georgia's Department of Human Services and Department of Community Health. The Project began in July 1993 as a response to Georgia's high infant mortality rate and to provide a medical safety net for Georgia's needy families. This endeavor also was created to address the need to improve health care access for all children and pregnant women.

The scope of the RSM Outreach Project has expanded over the years but initially provided Medicaid coverage for pregnant women and children under the age of 19. Income limits are higher than those of the Temporary Assistance to Needy Families (TANF), Low Income Medicaid (LIM) and the Medically Needy programs. The application process is fast and easy. There are no asset tests. Needy families may be eligible even if both parents live in the home or if other insurance coverage is in place.

The RSM Outreach Project manages its own Toll Free 800 line (1-800-809-7276). The RSM staff provide information and referrals to customers for all services administered by DFCS including Medicaid, Foodstamps, Childcare, TANF, Child Welfare, etc. The staff also provide information regarding Child Support Services, Social Security, SSI and other community resources.

The RSM Outreach Project works directly with the Peachcare for Kids Program (Georgia's Child Health Insurance Program-CHIP). This program was designed for working, self-supporting Georgia families who cannot afford private insurance and are ineligible for Medicaid. The RSM Outreach staff help enroll Peachcare eligible children and spread the word about available services to healthcare providers statewide.

Through exclusive partnership with Public Health, the RSM Outreach Project administers the Women's Health Medicaid program. This class of assistance provides Medicaid for women in active treatment for breast and/or cervical cancer. For the past ten years, RSM Outreach Project staff have been responsible for the intake and ongoing case maintenance as well as yearly reviews for all Women's Health Medicaid cases.

The RSM Outreach Project continues to expand its reach to Georgia Families with the addition of the Long Term Care and the Planning for Healthy Babies (P4HB) Units. Effective November 2010, participants in long term care living arrangements including nursing homes or those utilizing community care service providers, may now complete an application for ABD Medicaid services via an on-line application process. The RSM Outreach Project's Long Term Care Unit is centrally located at 2 Peachtree in Atlanta, Georgia but provides statewide coverage. The staff have begun to receive and process long term care applications submitted online with an expected outcome of improved efficiency in application processing for families and the nursing home communities.

The Planning for Healthy Babies (P4HB) Unit provides no cost family planning services to eligible women in Georgia. P4HB goals are to reduce incidences of low birth weight deliveries, high risk pregnancies and Medicaid cost by reducing the number of unintended pregnancies. This staff started accepting applications effective December 1, 2010. The P4HB unit is centrally located in Alma, GA but provides statewide coverage.

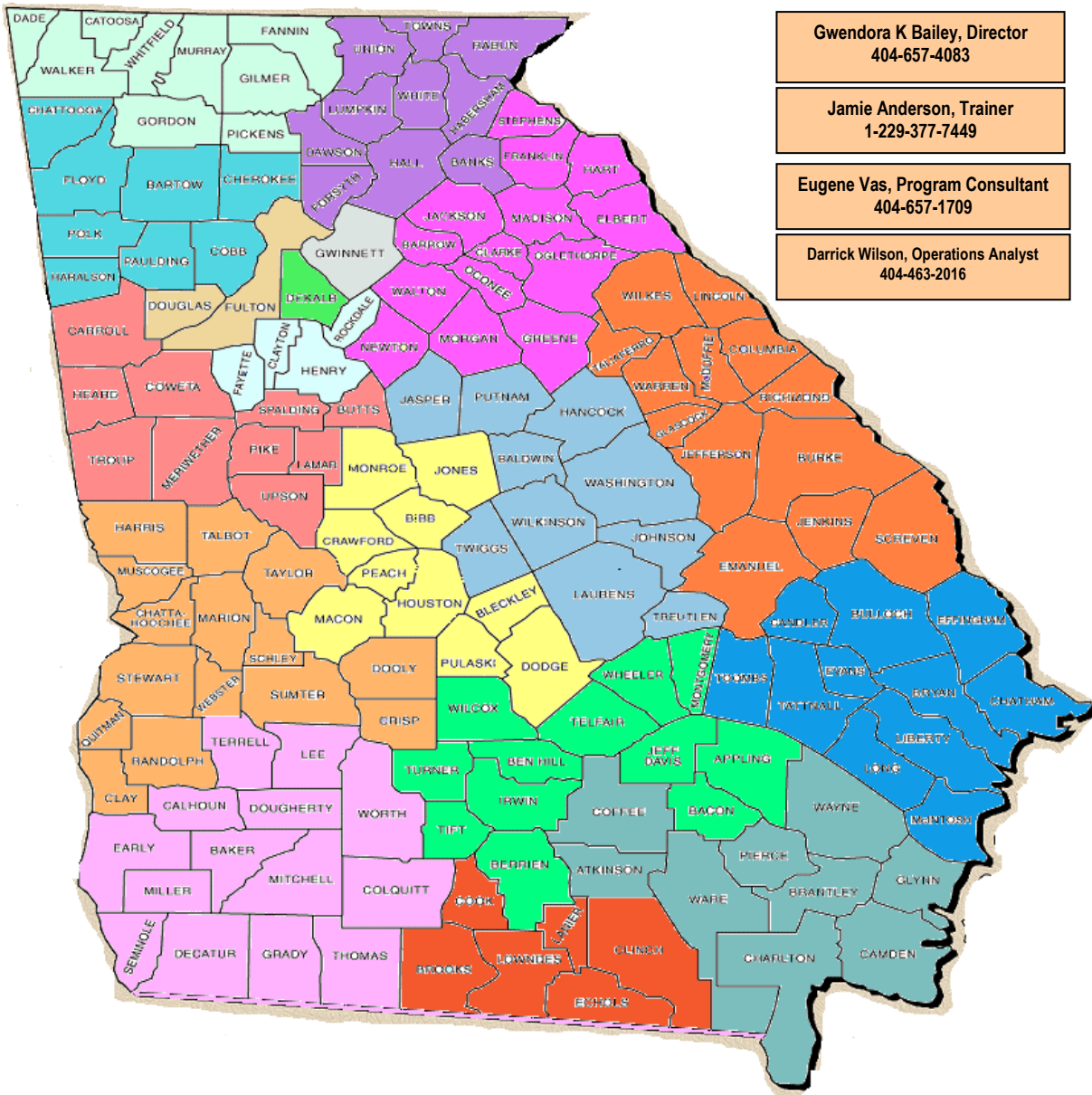
There are some major distinguishing features of the RSM Outreach Project: Conducting of Community Outreach events, Non-Traditional work hours and Non-DFCS work sites. Caseworkers and supervisory staff conduct presentations, workshops and special information sharing and application processing events regularly to community groups, daycare centers, job fairs, medical providers and employers. Since 1993, the RSM Outreach Project staff have conducted over 203,000 outreach presentations throughout Georgia. Caseworkers are required to work 8 non-traditional hours each week to increase accessibility to services. The staff are available outside the traditional Monday- Friday 9 to 5 office hours so that work, school and childcare arrangements do not present access barriers to services. The DHS/DCH contractual agreement stipulates that the RSM Outreach Project staff be out-stationed at worksites other than Title IV-A facilities which includes county DFCS offices. RSM staff are currently located in health departments, hospitals, clinics, schools, community action agencies and other locations frequented by pregnant women, children and other potential customers.

Staffing level for the RSM Outreach Project is similar in size to that of a large class 4 county DFCS office having a total of 223 allocated positions statewide. The RSM Outreach Project plays a pivotal role in honoring Georgia's commitment to improving the quality of life and health for children, pregnant women and needy families.



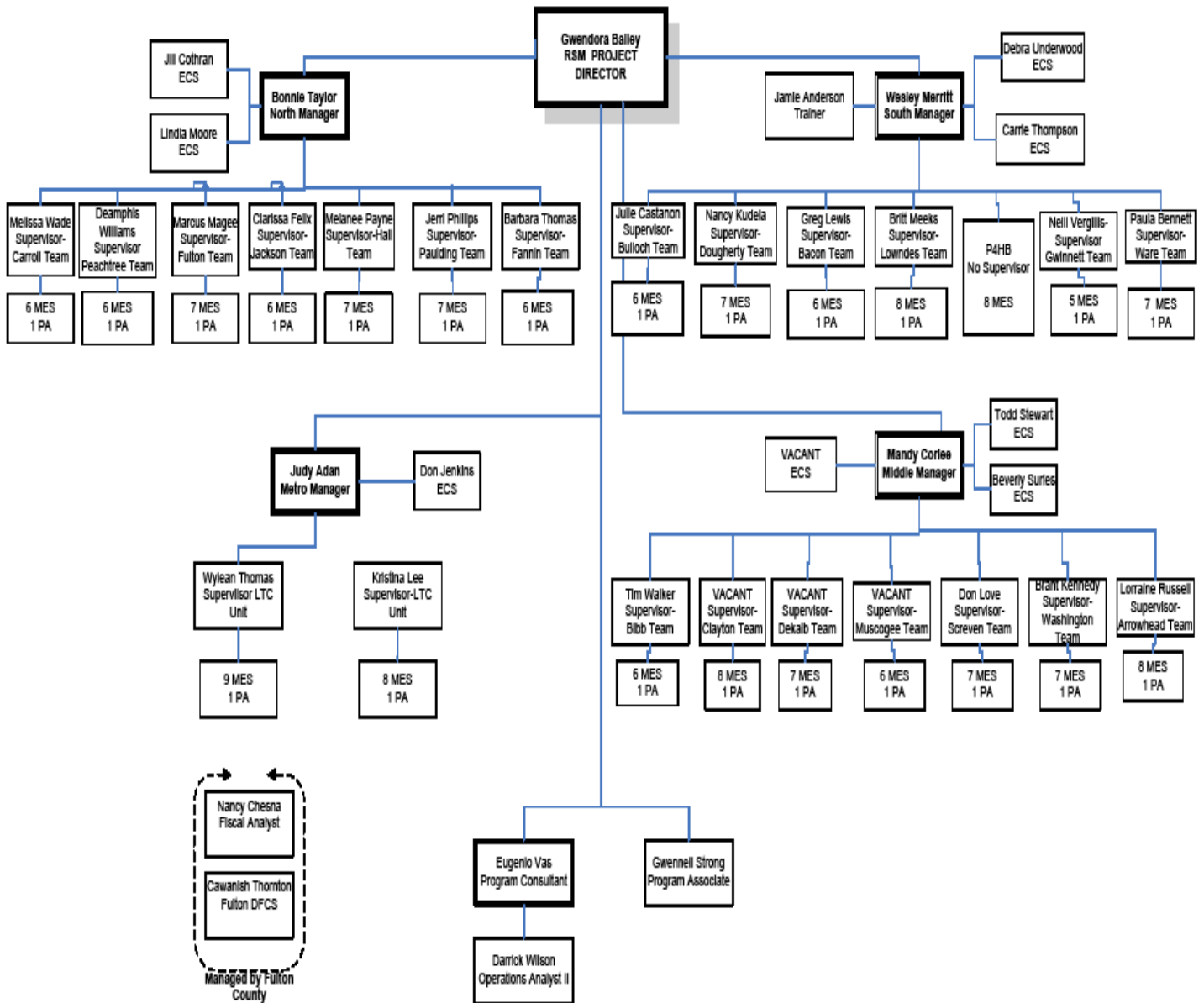
# RSM STATE MAP July 2010-June 2011

## RIGHT FROM THE START MEDICAID OUTREACH PROJECT



METRO	MIDDLE	NORTH	SOUTH
Interim Managers	Mandy Corlee, Manager 1-912-487-5786	Bonnie Taylor, Manager 1-770-531-6439	Wesley Merritt, Manager 1-912-632-6282
CLAYTON (Mandy Corlee)	ARROWHEAD	CARROLL	BULLOCH
DEKALB (Mandy Corlee)	BIBB	JACKSON	DOUGHERTY
FULTON (Bonnie Taylor)	MUSCOGEE	HALL	BACON
GWINNETT (Wesley Merritt)	SCREVEN	PAULDING	LOWNDES
PEACHTREE (Bonnie Taylor)	WASHINGTON	FANNIN	WARE

## RSM ORGANIZATIONAL CHART July 2010-June 2011







## TOTAL MEDICAID APPLICATIONS RECEIVED FROM ALL PROGRAMS: **161,884!!**

### Right from the Start Medicaid:

Applications Received	136,950
Applications Processed	111,713
Applications Approved	51,419
Applicants Denied	20,530
Other Disposition	39,764
Pending YTD	25,237

Right from the Start Medicaid is healthcare coverage for children up to age 19 and for pregnant women with low to moderate income. Qualified enrollees do not pay a fee for this service. Applications for children whose incomes are only slightly above the RSM limit are referred to PeachCare for Kids because they are potentially eligible for the program.

Persons who are denied RSM because they are non-citizens are given information regarding emergency medical assistance (EMA). If they qualify for EMA they can get assistance with medical bills occurred during an emergency, including labor and delivery costs.

Denial Reasons	Number of Cases Denied
Citizenship	765
Over Income (not eligible)	1021
Over Income (sent to PCK)	9,363
Verification Needed (Inc/Citz)	2,456
Verification Needed (Citz Only)	517
Verification Needed (Inc Only)	4,398
Over Age or Not pregnant	11
Application Withdrawn	330
Moved Out of State	75
Resources Exceed Limit	4
Other	1,471
Failure to Comply w/ Review	67
Does Not Meet Age	42
Death	6
Incarcerated	4

### Planning for Healthy Babies P4HB

Applications Received	8,388
Applications Processed	7,016
Applications Approved	4,024
Applications Denied	2,724
Other Disposition	268
Pending YTD	1372

On November 2010 the P4HB Team became the newest member of the RSM Outreach Project Family. The Planning for Healthy Babies (P4HB) Unit provides no cost family planning services to eligible women in Georgia. P4HB goals are to reduce incidences of low birth weight deliveries, high-risk pregnancies and Medicaid cost by reducing the number of unintended pregnancies. The P4HB unit is composed of 8 MES, centrally located in Alma, GA but provide statewide coverage. Welcome aboard!!

### ABD Medicaid( Long Term Care Unit )

Applications Received	6,875
Applications Processed	3,206
Applications Approved	1,552
Applications Denied	998
Other Disposition	656
Pending YTD	3669

Effective October 2010, participants in long term care living arrangements including nursing homes or those utilizing community care service providers, may now complete an application for ABD Medicaid services via an on-line application process. The RSM Outreach Project's Long Term Care Unit is centrally located at 2 Peachtree in Atlanta, Georgia but provide statewide coverage. This unit consist of two teams composed of 15 MES, 2 Supervisors, 2 PAs and 1 ECS. This staff have begun to receive and process long term care applications submitted online with an expected outcome of improved efficiency in application processing for families and the nursing home community. Welcome aboard!!

### Women's Health Medicaid

Applications Received	2,185
Applications Processed	1,998
Applications Approved	1,848
Applications Denied	138
Other Disposition	12
Pending YTD	187

RSM Project assists with Women's Health Medicaid (WHM) applications. These are applications from women who have been diagnosed with breast or cervical cancer. Applicants usually do not have insurance to cover related medical costs. However, if an applicant has health insurance, the policy cannot cover cancer treatment. Applications for this program can be retrieved at county public health departments. Applicants should ask for the BreaTest and MORE coordinator, or call, toll free, 1-800-4-CANCER. RSM staff determine if the completed applications are approved or denied.





## Emergency Medical Assistance

Applications Received	4,275
Applications Processed	3,854
Applications Approved	3,130
Applications Denied	150
Other Disposition	574
Pending YTD	421

For residents who do not qualify for the various healthcare coverage programs, there is the option of applying for assistance with paying for medical bills incurred during an emergency. EMA will only pay for emergency services under any class of assistance that the applicant meets qualifications for with the exception of citizenship and alienage.

## Low Income Medicaid:

The RSM Outreach Project staff process Low Income Medicaid (LIM) applications, which is healthcare coverage for eligible low-income children (under age 18) and the adult (s) who are responsible for them:

Applications Received	3,211
Applications Processed	2,438
Applications Approved	699
Applicants Denied	749
Other Disposition	990
Pending YTD	773

Denial Reasons	Number of Cases Denied
Citizenship	25
Over Income (not eligible)	122
Over Income (sent to PCK)	110
Verification Needed (Inc/Citz)	111
Verification Needed (Citz Only)	7
Verification Needed (Inc Only)	140
Over Age or Not pregnant	0
Application Withdrawn	42
Moved Out of State	2
Resources Exceed Limit	10
Other	130
Failure to Comply w/ Review	6
Does Not Meet Age	42
Death	1
Incarcerated	1

## Nontraditional Hours:

Required	31,551
Actually Worked	51,936

**165% of Goal attained!!**

RSM specialist are required to work at least eight nontraditional hours (before 8 a.m. or after 5 p.m.) per week. This year, specialists worked **20,385 more non-traditional hours than was required!!** Nontraditional hours greatly increase specialists' accessibility to their clients.



## PeachCare for Kids (Rebounds):

Total Completed	53,902
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PeachCare for Kids (PCK) is a low-cost health care coverage program for children in working families with modest income. Customers who turn in PCK applications to Medicaid Eligibility Specialists will have their application screened for eligibility. Applications are reviewed for Medicaid or PCK eligibility. This double screening is a convenience to clients because a Medicaid eligible applicant can not qualify for PCK. If an applicant qualifies for Medicaid, the specialist will process their application. If the MES determines that the applicant is eligible for Peachcare, then the MES will forward the application to Policy Studies Incorporated (PSI) to process the PCK application. Applications for PCK may be obtained by going online to [www.peachcare.org](http://www.peachcare.org) or an RSM specialist.

## Referrals:

Besides referrals made to PCK and EMA, RSM staff also referred clients to local DFCS offices to apply for other services. Applicants may qualify for Food Stamps, TANF or Childcare. RSM staff recognize that their clients may have other needs outside of healthcare coverage, and therefore try to stay abreast of helpful programs within their community to which they can refer their clients. Programs include: homeless and women's shelters, food banks, WIC, and teen programs.





## OUTREACH EVENTS

Total Outreach Events: **3,076**

**North Area**  
1040



**Middle Area**  
950

**South Area**  
1086





## RSM North Teams

### Bonnie Taylor, North Manager



#### **Carroll Team-Melissa Wade**

153 Independence Drive  
Carrollton, GA 30116  
770-830-2141

#### **Counties Covered:**

Butts	Carroll	Coweta	Heard	Lamar
Pike	Spalding	Troup	Upson	Meri-
wether				

#### **Jackson Team-Clarissa Felix**

20 Lee Street, Units 14 & 15  
Jefferson, GA 30549  
706-367-3141

#### **Counties Covered:**

Barrow	Clarke	Elbert	Greene	Hart
Jackson	Madison	Morgan	Newton	
Oconee	Oglethorpe	Walton		

#### **Hall Team-Melanie Payne**

375 West Avenue  
Gainesville, GA 30501  
770-531-6435

#### **Counties Covered:**

Banks	Franklin	Hall	Rabun	Dawson
Forsyth	Lumpkin	White	Habersham	
Stephens	Towns	Union		

#### **Paulding Team –Jerri Phillips**

101 Bainbridge Way  
Suite 130  
Dallas, GA 30132  
770-443-7914

#### **Counties Covered:**

Bartow	Haralson	Polk	Chattooga
Paulding	Floyd	Cobb	Cherokee

#### **Fannin Team-Barbara Thomas**

Kingstown Housing Authority  
610 First St., Apt. 3B  
McCaysville, GA 30555  
706-492-4260

#### **Counties Covered:**

Catoosa	Gilmer	Walker	Dade
Gordon	Whitfield	Fannin	Murray
Pickens			

## RSM South Teams

### Wesley Merritt, South Manager



#### **Bacon Team-Greg Lewis**

101 N Wayne Street  
Alma, GA 31510  
912-632-6201

#### **Counties Covered:**

Appling	Bacon	Ben Hill	Berrien
Irwin	Jeff Davis	Montgomery	Telfair
Tift	Turner	Wheeler	Wilcox

#### **Bulloch Team - Julie Castanon**

38 Courtland Street, Suite D  
Statesboro, GA 30458  
912-871-1574

#### **Counties Covered:**

Bryan	Effingham	McIntosh	Long	Bulloch
Evans	Candler	Liberty	Chatham	Toombs
Tattnall	Wayne			

#### **Dougherty Team-Nancy Kudela**

449 N. Main St.  
Suite B  
Moultrie, GA 31768  
229-891-7045

#### **Counties Covered:**

Baker	Early	Seminole	Calhoun	Grady
Terrell	Colquitt	Lee	Thomas	Decatur
Miller	Worth	Dougherty	Mitchell	

#### **Lowndes Team-Britt Meeks**

400 East Altamaha Street  
Fitzgerald, GA 31750  
229-426-5201

#### **Counties Covered:**

Brooks	Clinch	Cook	Echols	Lanier
Lowndes				

#### **Ware Team-Paula Bennett**

1766 Memorial Drive, Suite 9  
Waycross, GA 31501  
912-338-5293

#### **Counties Covered:**

Atkinson	Charlton	Pierce	Coffee
Ware	Brantley	Camden	Glynn

## RSM Middle Teams

**Mandy Corlee, Middle Manager**



### **Arrowhead Team-**

**Lorraine Russell**

409 Arrowhead Blvd., Suite B-3  
Jonesboro, GA 30236  
770-603-4777

#### **Counties Covered:**

Statewide

### **Bibb Team-Timothy Walker**

788 Walnut Street, Suite 6  
Macon, GA 31201  
478-751-4598

#### **Counties Covered:**

Bibb      Houston      Macon  
Monroe   Crawford   Peach

### **Muscogee Team-Vacant**

4519 Woodruff Road, Unit 10  
Columbus, GA 31909  
706-649-1272

#### **Counties Covered:**

Clay	Quitman	Talbot	Crisp
Chattahoochee	Randolph	Taylor	Dooly
Harris	Schley	Webster	Marion
Marion	Stewart	Muscogee	Sumter

### **Screven Team-Don Love**

113 North Main Street, Suite A  
Sylvania, GA 30467  
912-564-5677

#### **Counties Covered:**

Burke	Jenkins	Richmond	Warren
Columbia	Lincoln	Screven	Jefferson
McDuffie	Emanuel	Glascock	Taliaferro
Wilkes			

### **Washington Team-**

**Brant Kennedy**

111 Brookins Street, Suite 300  
Sandersville, GA 31082  
478-553-2467

#### **Counties Covered:**

Baldwin	Bleckley	Dodge	Johnson
Laurens	Treutlen	Jones	Hancock
Wilkinson	Washington	Putnam	Jasper
Twiggs			

## RSM Metro Teams



### **Clayton Team –Vacant**

409 Arrowhead Boulevard  
Suite C-7  
Jonesboro, GA 30236  
770-473-2605

### **Counties Covered:**

Clayton	Henry
Fayette	Rockdale

### **DeKalb Team Vacant**

2300 Henderson Mill Road  
Suite 410  
Atlanta, GA 30345  
770-414-3438

### **Counties Covered:**

Dekalb

### **Fulton Team Marcus Magee**

2300 Henderson Mill Road  
Suite 421  
Atlanta, GA 30345  
770-414-3376

### **Counties Covered:**

Douglas	Fulton
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### **Gwinnett Team Nelli Vergillis**

4030 Lawrenceville Highway  
Lilburn, GA 30047  
678-218-4410

### **Counties Covered:**

Gwinnett

### **Peachtree Team Deamphis Williams**

2 Peachtree St, NW,  
Suite 21-413  
Atlanta, GA 30303  
404-463-7076

### **Counties Covered:**

Statewide